

4 WAYS TO EMBRACE DIGITAL TRANSFORMATION

Digital transformation is a "hot" industry buzzword right now, but what does it really mean and how can it help a business? It starts with customer data, but what needs to be done with what data to achieve truly effective digital transformation?

In order to gain clarity on your business' vision, strategy and objectives, you need to build alignment within your organization, and leverage your strengths and competitive advantages to ensure digital transformation success.

CUSTOMER INFORMATION INTEGRATION:

Take Control of Your Data

Data is the essential enabler that makes all insight possible, so it's vital to consolidate robust and often siloed internal and external data for a complete view of your customers. You can start down this path of integrating customer data by following these initial strategic planning steps.

DATA STRATEGIC PLANNING:

MATURITY AUDIT

Assess your organization's data maturity and benchmark your business against your competition.

ROADMAP

Develop and prioritize your data-driven roadmap with projects that deliver concrete and immediate ROI, as well as long-term strategic value.

BLUEPRINT

Develop a blueprint for success in order to derive more value from your existing systems and data.

DELIVER ON DATA

Create effective methods to execute on data strategy, architecture, integration, as well as a governance and analytics infrastructure to capture trusted customer data.

UNDER ONE ROOF

Centralize all your customer data within a Customer Data Platform (CDP) to deliver holistic customer insights and enable truly personalized 1:1 customer experiences.

ENSURE DATA PRIVACY SOLUTIONS

Establish regulatory compliance through comprehensive cataloging and mapping of all customer data across the organization.

Once you've integrated, cleansed and enriched your data, you can start to extract knowledge and insights from that information. Leverage data mining, statistical modeling and machine learning to provide insights, predict risks and successes, and prescribe next best actions. This is commonly done using analytical models, clustering and various types of modeling techniques that evaluate historical data to predict future patterns.

AUTOMATE ACTIONS:

Pull the Trigger

To translate analytics to action in a way that doesn't require ongoing manual intervention, you'll need to create automated actions. Sometimes these actions can be triggers, other times a batch of automated processes one after the other. Automation can improve critical business operations while solving inefficiencies. By maintaining end-to-end, real-time tracking, you know precisely what's going on, every step of the way. This can be achieved by deploying a CDP which can leverage all its integrated data points to trigger and automate customer experiences across any and all connected channels.

PERSONALIZING THE OMNI-CHANNEL EXPERIENCE FOR EVERY CUSTOMER

Supercharge your channel and execution systems with real-time actionable insights gathered from every customer interaction point. Maximizing targeting precision by placing the right context-aware message in front of the right people.

REAL-TIME INBOUND

Respond in real-time to inbound requests, from any channel or execution system, with the best recommendation for each customer or audience.

TRIGGER BASED OUTBOUND

Initiate real-time alerts when a customer becomes part of an audience or qualifies for a specific recommendation. Alerts are activated when conditions are met or dynamic scoring metrics change.

SCHEDULED OUTBOUND

Support periodic generation of precise target audiences that fulfill specific conditions, or scoring metric results for an outbound (campaign) experience.

BE TRULY CUSTOMER-CENTRIC:

The Right Smarts to Automate, Predict, and Optimize Experiences

Now that all these systems are in place, it's time to operationalize your data for better, faster and more precise predicted customer experiences. When you bring all relevant customer data together into an Intelligent CDP, you can start generating real-time insights enabling your brand to treat every customer as if they're your only one.

A CDP enables you to dynamically adjust to the circumstances that face your business. You not only have the knowledge of what's worked in the past, but you have the system and infrastructure to adapt to new incoming intelligence should past patterns not be the best predictors of current opportunity.

A CDP DELIVERS:

Consumer data privacy, consent management and GDPR compliance.

Dynamic identity detection and fast integration of owned, earned and paid data.

Augmented analytics and real-time intelligence across all channels.

Ready-to-deploy customer metrics with pre-built integrations to your existing technologies.

You have the benefit of historical knowledge with real-time intelligence — and the flexibility to adapt customer conversations in the moment. By continuously scoring individuals and audiences based on their ever-changing circumstances and reacting to that in real-time, your campaigns will be more relevant, convenient, and profitable.

PREDICT OUTCOMES:

Business Intelligence and Insights for Everyone

Leverage newly gained insights to facilitate customer-centric digital transformation across your entire organization.

FROM DATA TO DNA

When you apply machine learning to your customer data, you gain a whole new world of insights that can transform the way you understand and communicate with customers.

DEEP DIVE INSIGHTS

With data and analytics, like out-of-the-box single source and fractional attribution models, you gain deeper insights into marketing effectiveness across digital and physical channels.

REAL TIME DASHBOARDS

CDPs offer a dashboard that allows you to visualize real-time data to track and analyze the performance of customer experiences against business objectives, benchmarks, trends, and more.